

7 Business and Economics Implementation Plan

No.	Program (unless marked as Policy)	General		Financing			Action					
		Lead Dept. or Agency	Timing (in years)	New CIP (GF unless noted)	Operating Budget (GF unless noted)	Other Financing	Ordinance or other Legislation	Study or Plan	Guidelines, Standards or Monitoring	Inter-Agency Coord	Development Review	Ongoing Public Education & Outreach
B-1	<i>Initiate assessment districts or other programs to facilitate neighborhood shopping center improvements such as landscaping, parking, and access to public transportation.</i>	Administrative Services	on going	Infrastructure over \$1,000,000	\$50,000 - \$500,000 Periodic	Assessments & Debt Financing	■				■	
B-2	<i>Implement the City's Economic Resources Plan.</i>	Manager's Office	on going		Existing							
B-3	<i>On an on-going basis, evaluate opportunities for City involvement in public/private partnerships, including public investment in infrastructure and other improvements, siting of public art, and modification of land use regulations and other development controls.</i>	Manager's Office	on going		Existing		■			■		
B-4	<i>Develop the City Council approved fiber optic ring around the City as recommended in the 1996 Telecommunications Strategy Study and evaluate and implement enhancements to the system.</i>	Utilities	0-7	Infrastructure over \$1,000,000 (Utilities)	\$500,000 - \$1,000,000 (Utilities) on going	Fees & Charges						■
B-5	<i>Simplify the design review process for small-scale changes to previously approved site plans and buildings.</i>	Planning/Planning	0-2		Existing		■					
B-6	<i>Regularly evaluate ways to improve coordination of the City's environmental review, permitting, and inspection processes, including issues relating to hazardous materials and water quality regulation.</i>	Planning/Inspection Services	on going		Existing			■		■		■
B-7	<i>Improve design guidelines to reduce ambiguity and more clearly articulate design principles to the business community.</i>	Planning/Planning	3-7		Included in Zoning Ord. Update Cost					■		■
B-8	<i>Evaluate methods to lessen the development limitations currently imposed by adopted floor area ratios in a more flexible manner. Such methods could include the use of building envelope restrictions.</i>	Planning/Planning & Attorney's Office	3-7		Included in Zoning Ord. Update Cost			Zoning Ord. Update	Zoning Ord. Update			

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B-9	<i>Revise the Sign Ordinance to more clearly reflect community design standards and requirements relating to size, number of signs, allowed locations and design.</i>	Planning/ Planning & Attorney's Office	3-7		\$50,000 - \$500,000 one time		■					
B-10	<i>Revise zoning and other regulations as needed to encourage the revitalization of aging retail areas.</i>	Planning/ Planning & Attorney's Office	3-7		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update				
B-11	<i>Identify and prioritize Centers in need of economic or physical revitalization.</i>	Manager's Office	0-7		Existing			■				
Policy B-18	Create incentives for providing multi-unit housing on top of parking lots in or near commercial centers and transit hubs.	Planning/ Planning & Attorney's Office	3-7		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update				
Policy B-19	Use street corridor improvements as catalysts for economic revitalization in selected Centers.	Manager's Office	on going			Public/ Private Partnership						
B-12	<i>Identify key sites on El Camino Real that would be suitable for Neighborhood Centers. Evaluate economic, design, and regulatory opportunities and constraints for each site, and identify potential incentives that could be offered by the City to improve the area's appearance and economic vitality (Also see L-32)</i>	Planning/ Planning	8-12		Included in L-32 Cost	Included in L-32 Cost	■	■	■	■		
B-13	<i>Review the effect of size caps, parking requirements, and other land use restrictions on the viability and competitiveness of neighborhood centers.</i>	Planning/ Planning	3-7		Included in Zoning Ord. Update Cost			■				
B-14	<i>Modify zoning regulations to allow convenience-oriented businesses such as restaurants and office support services within the Research Park.</i>	Planning/ Planning & Attorney's Office	3-7		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update		■		

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B-15	<i>Review policies and regulations guiding development at Stanford Research Park and revise them as needed to allow improved responsiveness to changing market conditions.</i>	Planning/Planning	3-7		Existing		■	■	■			
B-16	<i>Study the feasibility of a "transfer of development rights" (TDR) program and other measures that would provide greater development flexibility within Stanford Research Park without creating significant adverse traffic impacts or increasing allowable floor area.</i>	Planning/Planning & Attorney's Office	8-12		Less than \$50,000 one time			■		■		
B-17	<i>Identify opportunities along El Camino Real where a concentration of commercial services serving Research Park employees and visitors might be created. (Also see L-32)</i>	Planning/Planning	8-12		Included in L-32 Cost	Included in L-32 Cost	■	■				
B-18	<i>Evaluate the location near the northwest corner of Page Mill Road and El Camino Real for a hotel and conference facility.</i>	Manager's Office	0-7		\$50,000 - \$500,000 one time	Public/Private partnership		■			■	